



## **OLD BUSINESS**

### 1. Committee Updates:

#### a. Design:

- i. Downtown Banners: Delaney presented quotes for custom downtown banners. She noted that she had pursued quotes for screen printed, fabric banners first. The initial quotes that she received, even for 1-2 color printings, were far beyond what the DDA could afford. One bid came back in the \$6,000 range.

After exploring screen printed banners, she obtained 3 quotes for vinyl, digitally printed banners. The quotes received were from:

Liberty Banner: \$5,530 (5 color screen printed on fabric)

Britten, Inc: \$1,520 (digitally printed on 22 oz vinyl)

Kalamazoo BannerWorks: \$1,139 (digitally printed on 18 oz vinyl)

The RFP was for 40 light pole banners.

Delaney noted that the two digital printing quotes used different weights of vinyl for the banners. She was unsure what the difference was between the weights of vinyl and would ask the sales rep for clarification. She also noted that the bids did not include the price of shipping.

## **MOTION TO APPROVE THE PURCHASE OF LIGHT POLE BANNERS**

**Motion by Gerdom, supported by Wickham.**

**To approve Delaney to purchase new light pole banners in an amount not to exceed \$2,000.**

### **VOTE**

### **MOTION CARRIED UNANIMOUSLY**

The board also discussed the need for some more generic banners that could be put up in any season. Delaney said that she would research and present some more options at the next meeting.

- b. Marketing & Promotions: The board discussed any upcoming events. Discussion was held on a possible ladies night out in the spring/summer. Stowe listed some dates that neighboring communities were holding similar events. The board discussed holding a potential ladies night out in June.
- c. Farmers Market: Delaney gave a brief update of planning for the 2014 Farmers Market.

## **TABLED ITEMS**

None.

### **BOARD MEMBER COMMENTS**

The board held a lengthy discussion about the DDA's annual budget and the budget planning process. Delaney got information from Bookkeeper Lori Mosier on some expenditures and budget categories that the DDA had questions about. The board has a discussion about contractual services and community promotions. Mosier confirmed that the money budgeted for contractual services was meant to be for the alley to the north of the post office. Initially the City had looked at putting stamped concrete there, but ultimately decided that it was too expensive.

The board also discussed the upcoming work that would be done on Pontiac Trail. There was discussion about the DDA paying to have stamped concrete crosswalks installed at main intersections downtown. The board gave Delaney a list of questions to relay to HRC and looked at a photocopy of some stamped concrete samples.

### **ADJOURNMENT**

**Motion by Smith supported by Gerdom.**

**To adjourn the February 13, 2014 DDA board meeting at 9:38 a.m.**

### **VOTE**

### **MOTION CARRIED UNANIMOUSLY**

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Gary Fagin, Chairperson

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Kristen Delaney, Recording Secretary